Approved for Release: 2022/11/07 C06934539

(b)(3)
(b)(6)

From: Ronald D. Boyd
Sent: Friday, June 6, 2014 8:19 AM
To: (b)(3) (b)(6)
Cc:
Subject: RE: Launching Twitter & FB 6/6

******* This message has been archived. Double-Click the message to view the contents. *******

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Give me a shout this morning as soon as you arrive. We're still running through some issues before we can tweet anything. Once we clear those hurdles need to discuss timeline with you. Our second tweet should be related to 70th anniversary of D-Day landings in Normandy - per front office. Is there anything we can pull together quickly about that, including possible link to OSS and Normandy landings???

Give me a shout when you get in. Thanks,

Dean

From: (b)(3) (b)(6)
Sent: Thursday, June 05, 2014 10:09 PM
To: Ronald D. Boyd; (b)(3) (b)(6)
Cc: (b)(3) (b)(6)
Subject: Launching Twitter & FB 6/6

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Assuming all goes well with EXDIR and OGC tomorrow, here is the schedule. Starting @ 1100 would be ideal as we can catch the east coast lunch crowd and those waking up and getting started on the west coast.

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1000 Send embargoed press release to select media

Reuters

Yahoo

Buzzfeed

Government Computer News

Washington Post

WTOP

1000 Note to DNI, NRO, NGA, DIA, Social Media Leads

1030 Note to Web Council and internal stakeholders

1100 First Tweet

Send workforce message

Post WN article

Post press release & featured story to CIA.gov

1115 Email press release to Gov't Web Content Mangers Listserve

1115 Email press release to Gov't Social Media Listserve

Tweets:

1100 We can neither confirm nor deny that this is our first tweet.

1215 We collect, evaluate, and disseminate foreign intel needed to help the president and policymakers make national security decisions Embed YouTube video of CIA Overview

1235 LINK to CIA.gov blog on CIA Joining social media

1300 #histint A weekly feature on the history of intelligence Graphic: CIA joins Twitter

1340 #humint Today we join former President and Director of CIA @GeorgeBush on Twitter

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1500 We were established on 18 September 1947, with the National Security Act of 1947. Do you know what else was established?

1530 National Security Act of 1947 formally established: @CIA @USAirforce @JointChiefsofStaff and @DOD LINK to CIA.gov fs on National Security Act of 1947

Saturday

Retweet of @CSPAN mention of American Artifacts profile of the best museum you'll never see

Sunday

CIA is a proud sponsor of Capital Pride 2014! photos of the booth/banners

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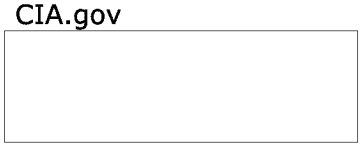
CIA.gov



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